

Strategies applied in translation of English social movie titles

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Abstract

Translation studies is an academic interdisciplinary dealing with the systematic study of the theory, description, and application of translation, interpreting and localization. The aim present study is to identify the most and last used strategies of translating the English movie titles into Persian. First, 250 English movie titles and their Persian translations were extracted from DJ movies website. Then the titles classified into five groups (transliteration, literal translation, explication, adaptation and providing a new title) according to the theoretical framework of Yin (2009). Next, the tables of number and frequency were drawn for data to understand the most and the least used strategies of translation movie titles. Finally, it founds that the most used strategy for translating the English movie titles into Persian is Literal translation with number of 137 and percentage of 56 and the least used strategy is Adaptation with the number of 6 and percentage of 0/8.

Keywords: Translation studies, audiovisual translation, subtitling, title of movie.

Introduction

Translation studies is an academic interdiscipline dealing with the systematic study of the theory, description and application of translation, interpreting, and localization. Audio-visual translation is a process of transferring verbal components of audio or video footage from one language into another. Subtitles are texts representing the contents of the audio in a film, television show, opera or other audiovisual media and they show that what is being said or happening. A film title is a name of a movie and it can also refer to the opening credits of the movie and typically it shows the theme and story of the film.

Review of literature

According to Yin (2009) the techniques of English title translation mainly divided into five approaches named: transliteration, literal translation, explication, adaptation, and providing a new title. Yin (2009) conducted a research on translation of film title. He checked out more than ten books of some famous scholars such as Mona baker, Newmark and others to get a valuable result. He also generalized some principles about the present situation of film titles according to the framework of audience-oriented approach such as: faithfulness, cultural awareness and combination of commercials and aesthetic effects and etc. Also based on the foregoing analysis he discussed some concrete techniques of film title translation such as translation, literal translation and explication. At the end he came to the conclusion that the translation of film title is a complicated factor and depends on the content of film and also on audience but according to the principles and the techniques above the translator can do a better when translating film titles.

Kolodina and Pashkova (2018) done a research about translation of film titles. They used the framework of the translation process from the theory of self-organising system's point of view synergy and also paid attention to linguists. They chose a number of possible directions through the image-sense system to determine an approach of film translation. Then they found that film name translation is a complex work, because to make a good name the translator should have strong language foundation of basic knowledge and also have strong cultural background information and translation exercise.

Shi (2014) conducted a research about translating English film title. He used the framework of some other translators for translating the titles based on the research of characteristics, functions, translation principles and methods of English film titles. He divided his findings about title translation in to two groups such as domestication and foreignization translation according to the idea of Deng Y.C. and he reached a conclusion that translating English film title extends beyond mere equivalence and some translators lean towards domestication, while some others favor foreignization and these two fundamental techniques shape the cultural aspects of title translation.

Krasina and Moctar (2020) done a research on translation of the title of the film. They analyzed the internet sources materials based on comparative and descriptive method of their linguists and lexicographic constituents. They checked about 500 models of film title translations and found that 60 percent of them have adapted titles and around 40 percent of them have their original titles and also the process of finding a film title has turned into an art and it as important as the genre and content but in general the translation of title depends on the ideology of the translator, himself.

The researcher noticed that little research has been conducted about translation of English film title into Persian. The purpose of this study is to examine the strategy applied in translation of English film title into Persian.

Methodology

The present study is a descriptive corpus- based study. First, a number of 250 titles of social genre English movies were extracted from DJ movies website. Second, the Persian translation of the titles were found. Third, data were classified in to five strategies (Transliteration, Literal translation, Explication, Adaptation and Providing a new title) according to the theoretical framework of Yin (2009). Fourth, they were inserted in Number and Frequency tables.

Result and Discussion

Table 1. number of strategy

Strategy	Translation	Literal translation	Explication	Adaptation	Providing a new title
Number	57	137	48	2	6

According to table 1 that is the table of the number of strategy the most used strategy is Literal translation with the number of 137 and the least used strategy is Adaptation with the number of 2. Between them there are some other strategies such as Translation with number of 57, Explication with number of 48 and also the last one as Providing a new title with 6 number.

Table 2. frequency of strategy

Frequency	Translation	Literal translation	Explication	Adaptation	Providing a new title
Number	22/8%	54/8%	19/2%	0/8%	2/4%

According to table number 2 that is the table of frequency of strategies the most used strategy is Literal translation with 54 percent and the least used strategy is Adaptation with 0/8 percent. Between them there are also some other strategies like Translation with 22/8 percent, Explication with 19/2 percent, and providing a new title with 2/4 percent as the last one. Rainy man is translated as مرد بارانی it is an example of Literal translation. Drawn is translated of شقای پروانه and it shows providing a new title. Dokhtari ba lebase arghavani is translated as دختری با لباس ارغوانی and it is a type of transliteration. Killing rabids is translated as سگ کشی and it is an Adaptation. Birth certificate is translated as سه جلد and it shows Explication.

Conclusion

The present study aims to identifying the most and least used strategies of translating English social genre movie titles into Persian. After extracting 250 English movie title and also their Persian translation, the researcher found that the most used strategy in translating English movie titles to Persian is Literal translation with the number of 137 and 56 percent according to data and the drawn table of number and frequency and the least used strategy was Adaptation with the number of 2 and 0/8 percent. The achieved result of this study is similar to the conclusion of the research of Yin (2009) about translation of film title and also similar to Shi (2014) that they found the Literal translation as the most used strategy on translating the English film titles and the Adaptation as the least used one.

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